

IN THE CLAIMS

1. (Currently Amended) A system for processing telephone orders comprising:
input telephone circuitry for receiving incoming telephone calls from customers, and
order processing circuitry responsive to order information supplied from the input
circuitry for conducting an interactive session with a customer to fulfill ~~fulfil~~ a request for an
order item being ordered, without intervention of a human operator, and
control circuitry configured to interact with the processing circuitry during the interactive
session with the customer,
the order processing circuitry being configured to:
during the interactive session, receive from the input telephone circuitry an item request
indicating an item selected by a customer,
in response to the item request, supply the control circuitry with an item availability
request to determine whether the selected item is available at a time of the item request from the
customer,
receive an availability response indicating whether the selected item is available at the
time of the item request, and
provide the customer, via the input telephone circuitry, with information corresponding to
the availability response.

2. (Currently Amended) The system of claim 1, wherein the order processing circuitry is
configured to provide the customer with the information indicating ~~determine~~ whether the
selected requested item is available, before completing the interactive session.

3. (Currently Amended) The system of claim 1, wherein the order processing circuitry is configured to determine whether the selected ~~requested~~ item is available for delivery during a time interval requested by the customer, before completing the interactive session.

4. (Original) The system of claim 1, wherein the order processing circuitry is configured to request delivery of the item to a point of sale selected by the customer.

5. (Original) The system of claim 1, wherein the order processing system is responsive to information identifying the customer for determining a customer's profile indicating preferences of the customer.

6. (Original) The system of claim 5, wherein the customer's profile contain a customer's voice sample for recognizing voice messages received from the customer.

7. (Original) The system of claim 1, wherein the order processing circuitry is configured to process a customer's voice message associated with the request for an item being ordered.

8. (Original) The system of claim 7, wherein the voice message identifies the requested item.

9. (Original) The system of claim 7, wherein the voice message identifies a requested time interval for delivery.

10. (Original) The system of claim 7, wherein the voice message identifies a requested point of sale.

11. (Original) The system of claim 7, wherein the voice message identifies the customer.

12. (Original) The system of claim 1, wherein the order processing circuitry is configured to produce a voice message providing the customer with information relating to the request for an item being ordered.

Claims 13-14 (cancelled)

15. (Currently Amended) The system of claim 1 ~~13~~, wherein during the session with the customer, the control circuitry provides the processing circuitry with a customer's profile indicating preferences of the customer.

16. (Currently Amended) The system of claim 1 ~~13~~, wherein during the session with the customer, the control circuitry provides the processing circuitry with information on a point of sale selected by the customer.

Claim 17 (cancelled)

18. (Currently Amended) A method of processing a telephone order for an item comprising:

receiving a telephone call from a customer, and
without intervention of a human operator, conducting an interactive telephone session
with the customer to fulfill a request to order the item,

the interactive telephone session including:

receiving from the customer a product request indicating a product selected by the
customer,

in response to the product request, generating a product availability request to determine
whether the selected product is available at a time of the item request from the customer,

based on a product availability response indicating whether the selected product is
available, supplying the customer with information corresponding to the product availability
response.

19. (Original) The method of claim 18, wherein the interactive session includes an
exchange of voice messages.

Claim 20 (cancelled)

21. (Original) The method of claim 18, wherein the interactive session includes
determining whether the requested item is available for delivery during a time interval requested
by the customer.

22. (Currently Amended) A call center for ordering products in a retail system, the call
center comprising:

an input telephone circuit for receiving a telephone call from a customer, and
a processing unit responsive to information supplied by the customer to fulfill a
customer's request to order an item, whereby the item is ordered without intervention of a human
operator,

the processing unit being configured for:

receiving an item request voice message from the customer indicating the requested item,

determining whether the item is available, and

producing a response voice message to the customer based on determined availability of
the item.